

PROMOTIONAL BULLETIN BOARD



PURPOSE

To encourage local SkillsUSA chapters to promote the organization, career and technical education and related occupational information through a promotional bulletin board.

First, refer to General Regulations, Page 9.

CLOTHING REQUIREMENT (INTERVIEW)

For men: SkillsUSA official attire: Official red blazer, windbreaker-style jacket or sweater; black dress slacks; white dress shirt; plain black tie with no pattern or SkillsUSA black tie from Midwest Trophy; black socks and black shoes.

For women: Official red blazer, windbreaker-style jacket or sweater; black dress slacks or skirt with businesslike white, collarless blouse or white blouse with small, plain collar that may not extend onto the lapels of the blazer; black sheer or skin-tone hose and black shoes. To purchase official clothing, contact Midwest Trophy Manufacturing Co. Inc. by calling 800-324-5996. You may also order online at www.mtmrecognition.com/skillsusa/.

Note: Contestants must wear their official contest clothing to the contest orientation meeting.

ELIGIBILITY

Two bulletin boards from each state association may be entered in the contest — one in the high school and one in the college/postsecondary competition.

OBSERVER RULE

Observers will not be present during the actual judging. Promotional bulletin boards may be viewed on the day of the SkillsUSA Championships.

EQUIPMENT AND MATERIALS

One-page, typewritten résumé supplied by the contestant

SCOPE OF THE CONTEST

Knowledge Performance

There is no written knowledge test required for this contest.

Skill Performance

The contest requires the development of a promotional bulletin board with a theme related to SkillsUSA and it may also include promotion of local SkillsUSA chapter activities or technical, skilled and service occupations, including health occupations. Skill will also be evaluated through an interview.

Contest Guidelines

- A. SkillsUSA national headquarters establishes the theme for the Promotional Bulletin Board contest and is announced to the state associations by Sept. 1 for the following school year. To verify the correct national theme, go to:
www.skillsusa.org/about/theme.shtml.
 1. The bulletin board must carry out the established theme
 2. The bulletin board must be related to SkillsUSA
 3. The bulletin board may include promotion of local SkillsUSA chapter activities
 4. All career and technical education students who are SkillsUSA members are eligible to compete in the Promotional Bulletin Board contest
- B. Bulletin Board Design and Workmanship
 1. The majority of the display materials used must be student prepared
 2. The bulletin board must be the original and creative work of the individual chapter member(s)
- C. Intent of the Promotional Bulletin Board
 1. The bulletin board is a tool to convey ideas, ideals or activities related to SkillsUSA
 2. The bulletin board should be designed to easily accommodate changes to reflect activities, messages or draw attention to a function
 3. The bulletin board is not intended to be a wall hanging
- D. Bulletin Board Size — The total size of the bulletin board may be smaller than, but may not exceed, the following dimensions:
 1. 4 feet wide by four 4 feet high by 2 inches thick (including the thickness of the board)

2. A penalty of five points per 1/8 inch over size will be assessed
- E. Mounting Board and Support
 1. The quality of the board on which the display is mounted will not be judged
 2. A mounting board is required
 3. The mounting board must be covered with a paper product
 4. A 10 point penalty will be assessed if any area of the mounting board is exposed
 5. Entries must be self-supporting. A 10 point penalty will be assessed for failure to comply
 6. The supporting device will not be included in the measurement and cost figures
 7. The supporting device must be designed and constructed to be durable and allow for safe exhibit of the board and display materials. A 10 point penalty will be assessed for failure to comply
 8. The bulletin board and mounting board must be fastened securely to the supporting device. A 10 point penalty will be assessed for failure to comply
- F. Bulletin Board Frame
 1. A frame is not required but may be used if desired
 2. A frame cannot exceed 2 1/2" in width. A 10 point penalty will be assessed for failure to comply
 3. A frame can be made from any material
- G. Bulletin Board Materials
 1. All materials on the bulletin board used as background and to convey the message will be limited to the following paper products:
 - a. Construction Paper
 - b. Poster Board
 - c. Foam Core
 - d. Cardboard
 - e. Mat Board
 - f. All materials may be painted, colored or plastic laminated
 2. No other materials will be permitted. 10 point penalty will be assessed for failure to comply
 3. No audiovisual equipment, electrical, mechanical, automatic or manual moving parts are to be used. A ten (10) point penalty will be assessed for failure to comply
 4. Student-taken photographs are allowed
 5. The chapter name, school, city or state may be used without penalty
- H. Cost of Materials
 1. A maximum of \$100 (purchased, donated or borrowed) may be spent on the entire display and backing board (frame and support costs excluded). A 10 point penalty for each \$5 over \$100 will be assessed
 2. The fair market value of all donated or borrowed materials must be included in the \$100. (Fair market value is the cost of having work done or obtained commercially — not cost of work done or obtained through a school)
- I. Résumé (50 points possible)
 1. All students are required to bring a one-page, typed résumé to the contest orientation meeting. Failure to provide the résumé will penalize the total score 50 points
 2. Accuracy in spelling (five points — penalize 1 point per mistake)
 3. Complete contact information: name, address, phone, e-mail (five points)
 4. Career Objective (five points)
 5. Education (10 points)
 6. Technical Skills (10 points)
 7. Employment (five points)
 8. Honors/Awards/Memberships (five points)
 9. References: Available upon request (five points) (Student does not need to supply the names and contact information for references, but the words, "References: Available upon request" should be listed on the résumé)
- J. Bulletin Board Evaluation (400 points possible)
 1. Gains attention
 - a. Focuses attention on important items (20 points)
 - b. Pulls the eye to specific areas (20 points)
 - c. Color commands attention (20 points)
 - d. Balance creates interest (20 points)
 - e. Shapes, lines, spaces and colors create an interesting and readable bulletin board (20 points)
 2. Development of theme
 - a. Theme of bulletin board is the official theme established by the SkillsUSA national headquarters (60 points)
 - b. Meaning and message of the bulletin board are apparent immediately (20 points)
 - c. Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme (20 points)

- d. Lettering is related in scale and character to the spirit of the theme (20 points)
- 3. Quality of Work
 - a. Materials used are acceptable for a professional presentation (15 points)
 - b. Artwork is of consistent style and proportion (15 points)
 - c. Computer-generated type, art or photos are sharp/smooth (non-pixelated) and photos are properly exposed, well-cropped and suitably sized (30 points)
 - d. Edges of cutout pieces are clean and smooth (15 points)
 - e. Detachable or 3-D pieces are stiff and self-supporting with no paper curl (15 points)
 - f. Tiled or layered pieces are properly aligned (10 points)
- 4. Imagination, creativity and originality
 - a. Bulletin board shows originality (20 points)
 - b. Bulletin board is creative, in good taste and attractive (20 points)
 - c. Differences in color, line and shapes depict good design and imagination (20 points)
 - d. Illustrations, lettering and background harmonize and show innovation (20 points)
- K. Interview Component (400 points possible)
 - 1. One student shall be prepared to participate in the interview component
 - 2. The interview component will consist of two parts: a presentation and a question and answer session
- L. Presentation
 - 1. Student will describe the bulletin board and how it conforms to the theme (35 points)
 - 2. Student will explain the process that the chapter followed to determine the scope and design of the bulletin board (30 points)
 - 3. Student will state the purpose and educational value of the bulletin board (30 points)
 - 4. Student will discuss the chapter members' participation in the construction of the bulletin board (30 points)
 - 5. Student will tell where and how the bulletin board will be used after the competition (30 points)
 - 6. Student will discuss the benefits of the bulletin board to the chapter members (30 points)
- 7. Student will use the notebook along with the bulletin board to enhance the presentation (40 points)
- 8. Student speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged (30 points)
- 9. Student's stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged (30 points)
- 10. Student's mechanics as in diction, grammar, pronunciation and enunciation will be judged (25 points)
- 11. Student's conclusion to presentation (30 points)
- M. Question/Answer Session (quality of student's response to questions from judges)
 - 1. Student will deliver answers that are appropriate, organized and reflect logic and clarity (30 points)
 - 2. Student's answers reflect knowledge and involvement in the promotional bulletin board project (30 points)
 - 3. Time frame for Presentation — three to five minutes
 - 4. Time penalty — Five points for each fraction of 30 seconds under three minutes or over five minutes will be assessed
- N. Notebook Requirements (150 points possible)
 - 1. The notebook must be placed with the bulletin board prior to judging. Failure to do so will result in the notebook not being judged and no points awarded
 - 2. Notebook must be a 1-inch SkillsUSA three-ring binder (10 points)
 - 3. Notebook must contain pictures and supporting evidence (20 points)
 - 4. Notebook must include a brief description of the purpose (20 points)
 - 5. Notebook must state educational value (20 points)
 - 6. Notebook must describe the development and construction of the bulletin board (20 points)
 - 7. The notebook must be limited to 10 pages (20 surfaces) or less (10 points)
 - 8. Verification Letter
 - a. A letter certifying that the bulletin board was designed and constructed by students will be the first page of the notebook (10 points)
 - b. The letter must contain an itemized list of all expenses (10 points)
 - c. The letter must identify the school, city, state (5 points)
 - d. The letter must identify the local advisor (5 points)

- e. The letter must identify the student who will be interviewed (5 points)
- f. The letter must state the division (high school or college/postsecondary (5 points)
- g. The letter must be signed by a local administrator (10 points)
- h. Failure to supply the required information will penalize the entry as outlined

Total Points Possible for the Promotional Bulletin Board Contest: 1,000 points

Procedure for Shipment

- A. The Promotional Bulletin Board entries may be shipped to the official convention center decorator.
- B. Shipping instructions may be obtained from your state association director.
- C. Do not ship entries to the SkillsUSA national headquarters or to the convention center. Such shipments will be refused.
- D. All costs incurred will be the responsibility of the local chapter or the state SkillsUSA association.
- E. The bulletin board must be set up and moved according to the schedule outlined in the National Leadership and Skills Conference program.
- F. The SkillsUSA national headquarters will not be responsible for bulletin boards that have not been removed from the exhibit area by noon on the day following the SkillsUSA Championships. Failure to do so could result in their damage, destruction or disposal by the cleanup crew.

Procedure for Setup

- A. Only two students will be issued passes into the contest setup area and allowed to set up the bulletin board.
- B. Advisors will not be allowed into the contest setup area, thus advisors can not help with the setup. Failure to comply will result in disqualification of the bulletin board entry.
- C. Students must stay in the designated area. Failure to comply will result in disqualification of the bulletin board entry.

Standards and Competencies

BB 1.0 — Plan and develop an attractive and effective promotional bulletin board

- 1.1 Uses elements such as color, balance and focal points to gain attention
- 1.2 Develops a coherent, meaningful and easily understood theme
- 1.3 Demonstrate quality art work and design
- 1.4 Provides evidence of imagination, creativity and originality

BB 2.0 — Describe activities and respond to inquiries about activities in an interview setting

- 2.1 Introduce self professionally
- 2.2 Display good posture and appropriate dress and grooming
- 2.3 Demonstrate knowledge of promotional bulletin board development and design
- 2.4 Respond to four to six questions from the judging panel
- 2.5 Explain personal involvement in promotional bulletin board concisely, when applicable

BB 3.0 — Wear appropriate clothing for the SkillsUSA national contest

- 3.1 Display clothing that meets national standards for competition
- 3.2 Demonstrate good grooming in dress and personal hygiene

Committee Identified Academic Skills

The technical committee has identified that the following academic skills are embedded in this contest.

Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Solve practical problems involving percents
- Measure angles
- Find surface area and perimeter of two dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide and dilate or scale) to geometric figures
- Construct three-dimensional models
- Solve practical problems involving complementary, supplementary and congruent angles
- Use measures of interior and exterior angles of polygons to solve problems

Science Skills

None Identified

Language Arts Skills

- Provide information in conversations and in group discussions
- Provide information in oral presentations
- Demonstrate use of verbal communication skills, such as word choice, pitch, feeling, tone and voice
- Demonstrate use of nonverbal communication skills, such as eye contact, posture and gestures using interviewing techniques to gain information
- Analyze mass media messages
- Use text structures to aid comprehension
- Understand source, viewpoint and purpose of texts
- Organize and synthesize information for use in written and oral presentations
- Use print, electronic databases and online resources to access information in books and articles
- Demonstrate narrative writing
- Demonstrate persuasive writing
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing

Connections to National Standards

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Numbers and Operations
- Geometry
- Measurement
- Problem Solving
- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics.

To view high school standards, visit:

standards.nctm.org/document/chapter7/index.htm.

Select "Standards" from menu.

Science Standards

None identified

Source: McREL compendium of national science standards. To

view and search the compendium, visit:

www.mcrel.org/standards-benchmarks/

Language Arts Standards

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes
- Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information)

Source: IRANCTE Standards for the English Language Arts. To view the standards, visit:

www.readwritethink.org/standards/index.html.

CONTEST SCORECARD

Items Evaluated	Possible Points
Résumé	50
Bulletin Board Evaluation	400
Interview Components	400
Notebook Requirements	150
Sub Total	1,000
Résumé Penalty	_____
Clothing Penalty	_____
TOTAL	_____